BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Subsidiary Diploma in Business Pearson BTEC International Level 3 Foundation Diploma in Business Pearson BTEC International Level 3 Diploma in Business Pearson BTEC International Level 3 Extended Diploma in Business
Unit number and title	**Unit 28: Sales Techniques and Processes**
Learning aim	**C:** Review the effectiveness of techniques used to carry out sales activities.
Assignment title	**My personal selling skills**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	After thoroughly preparing relevant sales documentation in Assignment 1, you are now ready to demonstrate your knowledge and understanding of sales techniques and processes, and your selling skills. You have the opportunity to participate in **two** unscripted face-to-face meetings o a sales meeting o a post sales meeting. You will demonstrate your sales skills and an ability to effectively respond to customers through a ~~blind~~ role play where you do not know the questions or responses of the customer. You will follow up by reflecting on the effectiveness of your sales techniques and evaluating your own performance by analysing what you did well and what could do to improve your performance.

Task 1	**Meeting one** Following your remote contact with the customer you have been asked to take part in a face-to-face sales meeting as they would like to make additional purchases. You will need to demonstrate your customer-facing sales skills to make the meeting a success including being skillful and professional, able to solve challenges creatively and confidently and using a wide range of sales techniques. You will use the preparation and planning materials submitted in the last assignment to support you.

	You will be expected to establish a rapport with the customer, show thorough knowledge of the features and benefits of the product and any unique selling points, and how these can meet the customer needs. **Meeting two** Your manager informs you that an existing customer has made a complaint about the late delivery of an order and wishes to speak with a salesperson. Your second face-to-face meeting is a post-sales problem-solving meeting to address this customer issue. In this meeting you must demonstrate your sales skills by being calm and courteous and identifying multiple solutions to resolve the problem. You must keep within the limits of your authority whilst meeting this customer's expectations. During each sales meeting you will apply relevant ethical sales practices, and use appropriate sales techniques and demonstrate your: • Commercial acumen • Communication and listening skills • Skills in building and managing relationships • Technical skills • Personal skills • Negotiation skills • Record –keeping skills including any issues and problems you encountered and any post-meeting activities or follow-up. After the meetings you will write a report in which you consider the overall effectiveness of your customer-facing sales skills. You can do this by identifying the strengths and weaknesses of your sales skills and techniques and the link between these skills and the outcome of the sales meeting, on both the customer and the business. Your report should cover the following aspects: o How your preparation for the sales meetings, interpersonal skills and professionalism impacted on the outcome of the meetings the customer and the organisation o The effectiveness of the sales techniques you used your your overall management of the sales process o How you measured your performance o Recommendations for future improvements to your sales techniques and approaches.
Checklist of	• Portfolio of evidence to include:

evidence required	o Records of practical activities/observation records o An individual report

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
28/C.D3	Evaluate the effectiveness of own competent customer-facing sales skills, and techniques used, including suggestions for future improvements to meet the needs of the customer and the sales organisation.
28/C.M3	Analyse the effectiveness of own competent customer-facing sales skills, and the techniques used, including suggestions for future improvements to meet the needs of the customer and the sales organisation.
28/C.P5	Demonstrate appropriate customer-facing sales skills that meet customer needs.
28/C.P6	Explain the effectiveness of own appropriate customer-facing sales skills, and techniques used, making suggestions for future improvements.
Sources of information to support you with this Assignment	**Websites** www.instituteofcustomerservice.com www.marketingdonut.co.uk
Other assessment materials attached to this Assignment Brief	o Information sheet on mobile phones (previously presented in Assignment 1) o Customer data sheet (previously presented in Assignment 1) o The work you prepared in Assignment 1 NOTE: In your interviews with customers, the role of the customer will be played by either a teacher or a student.

INFORMATION SHEET

Most contracts for mobile phones are based upon usage related to aspects such as:

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- Data requirements
- Telephone usage (usually in minutes)
- Number of text messages

Usage can be fixed at a certain amount or unlimited. For example, usage can be fixed at 5,000 texts per month or unlimited texts per month. Similarly for data requirements and telephone usage. Unlimited use contracts are more expensive than fixed usage.

Examples of contracts may be:

- pay-as-you go (PAYG)
- fixed payment each month for a specific period of time
- purchase of the phone outright plus PAYG or monthly contract

The cost of mobile phones is dependent upon a number of factors including:

- Brand
- Data storage
- WiFi and Bluetooth connectivity
- Camera features

As well as selling mobile phones the business also sells a range of accessories including:

- Mobile phone cases and covers
- Screen protectors
- Cables
- Earphones
- Wireless charging pads
- Mobile phone insurance

On top of their salary, sales staff earn a commission of 5% commission on all sales.

CUSTOMER DATA SHEET

. College student	Living away from home. Does not drive. Limited budget.
Business professional	Male; Job role involves significant travel both home and abroad
65 year-old pensioner	Limited mobility. Only daughter lives in a nearby town.
25 year old female	Lawyer; city-based with a large client base; attends a number of external meetings with clients plus court appearances; single with an active social life.
30 year old female	Two children Runs her own secretarial business from home.